RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 5, 1998

RJR Account #236370
F. Gray
GRAYS WHOLESALE

FEBRUARY: DORAL B1G1F / PROMOTION #800018

Dear Fran:

DORAL B1G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 30 skus of B1G1F Displays (Item #536645) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Light	12300-24960	1
Light 100	12300-24961	1
Light Men 100	12300-24963	1
FF 100	12300-24962	1

DISPLAY DETAIL (#536645)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:	**January 26, 1998**
Ship Date to Retail:	**Week of: February 9, 1998**
SKU CUBE :	**0.4965**
SKU WT (w/o Product):	**1.1700 lbs**
Retail Sales Offer per Sku:	**20 Offers**
Billing per Sku:	**2 Savings Cartons**
EFT $ Amount:	**$242.78**

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Source: https://www.industrydocuments.ucsf.edu/docs/xfyn0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. *(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).* SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

DISPLAY LOAD:
*4 CARTONS; ONE CARTON EACH STYLE: *DORAL LIGHT / LT 100 / LT MEN 100 / FF 100*

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$19.60 (1.4 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162201
L. E. MacWilliams

Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER : 236370 GRAYS WHOLESALE, INC. <DIRECT>
TEMPLATE : 800018 80200 DOR FEB B1G1F
TEMPLATE SEQ : 0031
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162239	171520	THE GENERAL STORE	816 BRADLEY ST	WATERTOWN	NY	13601	4				(315)788-6841
162201	162239	171563	AUBREYS SHOPPING CT	342 EAST BROADWAY	CAPE VINCENT	NY	13618	2				(315)654-2381
162201	162239	499604	GREGGS BUTCHER BLOC	MAIN ST - BOX 266	HARRISVILLE	NY	13648	1				(315)543-2790
162201	162239	575253	R & M CORNER MARKET	342 W MAIN ST	GOUVERNEUR	NY	13642	4				(315)287-0140
162201	162239	590828	C. J.'S	157 MARKET ST	POTSDAM	NY	13676	1				(315)265-0226
162201	162239	632674	DUNNS GROCERY	MAIN ST	COLTON	NY	13625	1				(315)262-2364
162201	162239	696070	MERCERS STOP & GO	21623 STATE ROUTE	WATERTOWN	NY	13601	2				(315)788-6555
162201	162239	719918	MCGINNY'S	38198 STATE ROUTE	THERESA	NY	13691	3				(315)628-4330
162201	162239	762908	GEARSBECK GROCERY	ROUTE 3	OSWEGATCHIE	NY	13670	4				(315)848-2758
162201	162239	763168	NORPR/DBA BREEZE-IN	BLACK LAKE RD BX1	OGDENSBURG	NY	13669	4				(315)393-3050
162202	162238	171532	MERCERS STOP & GO	32 E CHURCH ST	ADAMS	NY	13605	4				(315)232-4214

PAGE BREAK TOTAL ACCOUNTS 11 TOTAL QUANTITY 30

TEMPLATE TOTAL ACCOUNTS 11 TOTAL QUANTITY 30

********** END OF REPORT FOR PROMOTION 800018 **********

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WHOLESALER PACKING INSTRUCTIONS

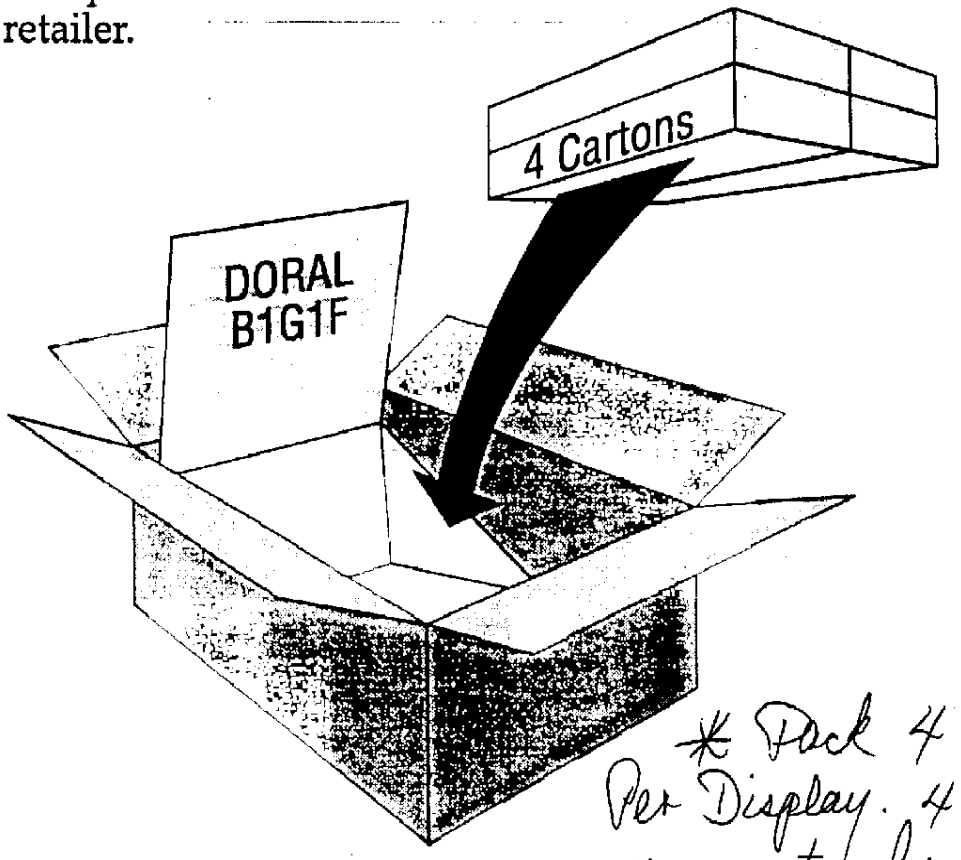
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

February DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



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* Pack 4 Cartons Per Display. 4 Styles may not be skipped to all DIRECT Accts.

Item: # 536645
Description: DORAL B1G1F Display/POS kit

Brand Style	LT	LT 100	LT MEN 100	FF 100		
Number of Cartons	1	1	1	1		

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DORAL

February Brings Great Deals From Doral With This Buy 1 Get 1 Free Promotion!

Your customers will love picking up their favorite styles of Doral. Especially when they can **Buy 1 Pack and Get One Free.**

This promotion starts with 2-pack sleeves and comes pre-packaged in a 20-unit display. Each sleeve is style specific. Customers will easily spot their style in this impactful display.

2-Pack Sleeve

Paster

Counter Display

The Special Paster and Counter Display work together to call out this money-saving promotion. Paster is 11.5" x 10" for easy placement. The display is a perfect fit for even the smallest of counter spaces.

Details -

- 4 Cartons per SKU
- 20 Offers Per SKU
- Special complimentary tear-tape on all free packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

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